

This is an essay on Walter Benjamin the work of art in the Age of mechanical reproduction.

A good introduction to this essay can be found in John Berger ways of seeing.

You have to understand first of all the context for this essay in 1933 when Hitler came to power in Germany the hard-core left message had to leave it immediately two years later in writing the essay Walter Benjamin was writing with the active reflection of seeing if what to three years of Nazi rule had produced.

The essay is written against the backdrop of the rise of fascism and fascism use of mass media in. In the mid 1930's, the development of mass communications and culture had already gone quite far much earlier the telephone and the phonograph had joined the first photograph in terms of the transmission of voice and the recording of external reality. However, it was only in the 1920's, that broadcast radio existed in a substantial way and that the theatrical film was fully developed and became a popular entertainment.

The " from Valerie the distinguished modern poet of the early 20th century in France emphasizes that the physical component of our has changed. Benjamin implies that outmoded concepts pertaining to art will have to be done away with these old ideas include creativity, genius, eternal value-which is seen as both universal and a historical and ethnocentric,-and mystery.

Section one. For the Greeks mechanical reproduction consisted of the foundry in which metal could be placed into molds, and stamping taking sheets of metal to produce coins plates and other such items. In the medieval. The woodcut allowed for printing provide an such as religious souvenirs and image of a St. from place of pilgrimage and so forth. The Renaissance development of movable type printing and relatively inexpensive paper allowed for the production of books pamphlets and broad sheet. In the 19th century the development of lithography that is draw lines produced on stone which could be reproduced on paper through printing process allowed for the development of the Illustrated newspaper which combined with photography first of all around 1840 produced by the end of the century the photographically illustrated newspaper.

Section 2. Benjamin goes on to develop the concept of the " aura " which embodies the authenticity of the work of art. The ore route is an ineffable quality which is related to the spiritual or religious or mystical origins of art. Just as being in the presence over religious ceremony such as the man's gives want this sense of a spiritual aura. Being in the presence of the work of art continues this feeling of uniqueness and being in the present presents of the regional. What is new in mass reproduction is first of all process of reproduction want attains a a " Becker " likeness. And copies can go more places than the original. Therefore the big idea that Benjamin is putting forth here is the and the technique of reproduction detaches the object from tradition. There is now a plurality of copies. All phonograph recordings are equal to all other phonograph recordings of the same musical event. All pranced made from photographic negative are identical to each other. One now heads a plurality of copies.